

## Industry Visit to Brisk Surgical Cotton Limited

GIDC, Kalol, Gujarat

Date: 11<sup>th</sup> October, 2014



The First Year students of Oakbrook Business School visited the campus of Brisk Surgicals Cotton Limited on 11<sup>th</sup> October, 2014. It was started in the year 1978 by Mr Ganapati B Patil. He started Brisk Surgicals Cotton Limited in the year 1978 in Kalol. Since then, he never looked back and today, Brisk brand is now a well-known name in the pharmaceutical, surgical and cosmetic industry.

Brisk exports nearly 85 per cent of their total output to 25 countries worldwide. This includes countries Saudi Arabia, United Arab Emirates, Thailand, Malaysia, Dubai and Iran. Initially, Brisk had operations only in Gujarat and Maharashtra. But with increasing competition, they decided to expand their operations in Belgaum, Karnataka.

The 60 students went around the campus in batches of 30. The process starts with the procuring of cotton which is cleaned thoroughly and all the impurities are removed. The cotton is then bleached and then dried and rolled out. The cotton rolls are then cut according to the need of the customer, packed and despatched. When the students were in the unit, the cotton produced was being packaged to be sent Jeddah, Saudi Arabia.

The students asked many questions related to the production procedure and also the various verticals in the organization. They found this visit to be enriching and they came back with an insight into the way the this sector works.